



Brand Style Guide 2016



Logo

The new Barings logo mark is designed to provide a modern evolution of the previous mark. It signifies that Barings is growing and moving forward, but still honors its roots and heritage.



Logo

CHINESE LOGO

Use the approved logo artwork for all branding communications in Chinese.

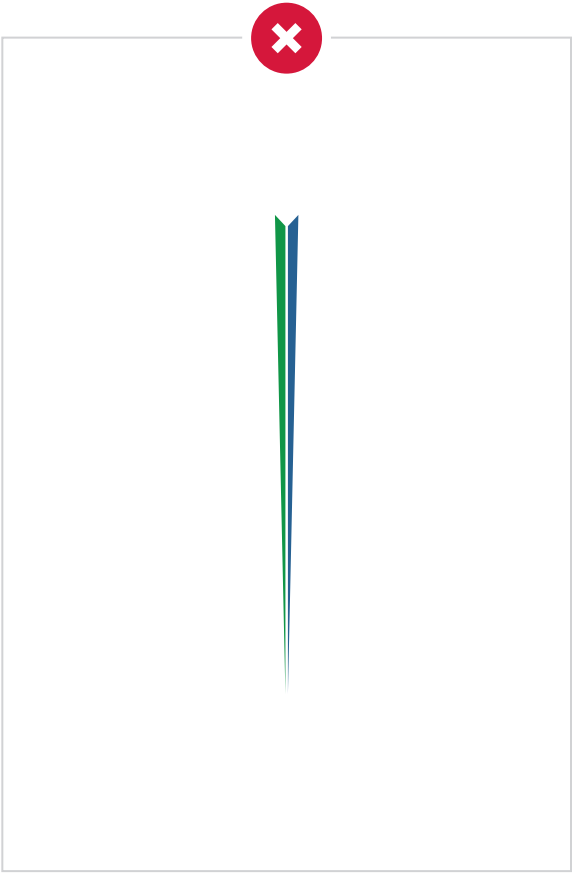
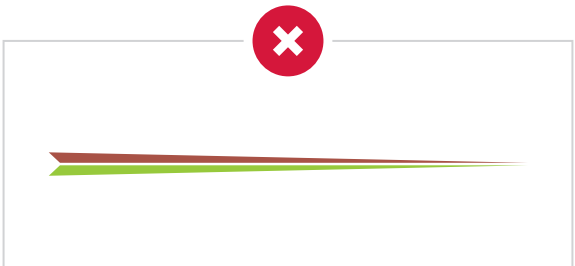
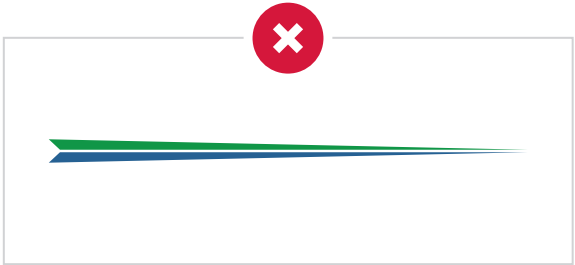
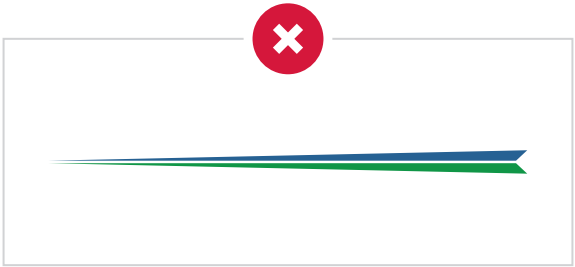
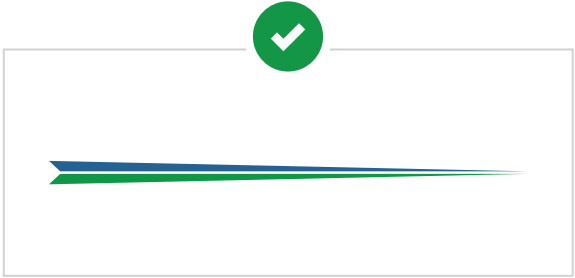
Proper uses of the Barings logo (on page 5) apply to the Chinese logo as well. Do not reconfigure the logo or change the placement or scale of the Chinese characters.



The Barings Arrow

The Barings Arrow underneath the logotype is designed to underscore the name and symbolize the advancing partnership between the new firm and its clients. It can be used as a design element when separated from the logotype.

The arrow should be used in a manner that is consistent with the logo. Never flip, rotate or recolor the artwork.



Logo Uses

CLEAR SPACE

The clear space around the logo should be no smaller than two times the distance between the baseline and the bar of the A.



MINIMUM SIZE REQUIREMENT

The minimum size for the Barings logo with the Barings arrow should be no smaller than 6 picas or 25 millimeters wide. If a smaller logo is needed, use the Barings logo without the Barings arrow. This is the only acceptable use of the logo without the Barings arrow.

BARINGS

—6p/25mm—

BARINGS

—6p/25mm—

INCORRECT USES

- » Do not distort or change the angle of the logo
- » Do not use logo on conflicting backgrounds
- » Do not add anything to the logo or use the previous logo as a substitute for the new mark



BARINGS

Colors

COLORS

The primary color palette for the company consists of blue, green and cool grey. These should be the dominant colors used when designing all communications materials on behalf of Barings.

The secondary colors should be used to complement the primary palette.

The tertiary color palette is for use in diagrams and charts in presentation materials. These colors should only be used in that regard and can be accessed/input via the PowerPoint template.

In order to maintain the consistency of the brand, it is important not to use colors outside of the palette.

COLOR USAGE

In order to promote a strong brand, the colors associated with the brand should always be used consistently. The Barings Blue should be used more than any other color. Barings Green is used to accent or highlight and the greys are used to enhance and complement the blue, never to detract from it.

COLOR SPECIFICATION GUIDELINES

PMS (Pantone Matching System)

Print applications using spot colors only (offset and screen printing)

RGB

Digital and on-screen applications (Microsoft Office products)

CMYK

Print applications using four-color process inks (offset and digital printing)

HEX

Silverpop, web and digital applications
Barings brand PMS, RGB, CMYK and HEX color codes are on the following page.

Colors

PRIMARY COLORS



BARINGS BLUE DARK—PMS 295

R: 24 G: 42 B: 84
C: 100 M: 89 Y: 38 K: 34
HEX: 002856



BARINGS GREEN—PMS 355

R: 0 G: 149 B: 59
C: 86 M: 16 Y: 100 K: 3
HEX: 00953b



BARINGS COOL GREY—PMS 7544

R: 118 G: 134 B: 147
C: 58 M: 41 Y: 34 K: 3
HEX: 768693



BARINGS BLUE—PMS 647

R: 39 G: 96 B: 146
C: 90 M: 63 Y: 20 K: 4
HEX: 276092

SECONDARY COLORS



BLUE MEDIUM—PMS 542*

R: 99 G: 158 B: 200
C: 61 M: 27 Y: 8 K: 0
HEX: 639ec8



BLUE LIGHT—PMS 277

R: 173 G: 201 B: 232
C: 30 M: 13 Y: 1 K: 0
HEX: adc9e8



GREEN DARK—PMS 356*

R: 0 G: 120 B: 54
C: 96 M: 27 Y: 100 K: 16
HEX: 007836



GREEN LIGHT—PMS 375

R: 149 G: 214 B: 0
C: 46 M: 0 Y: 100 K: 0
HEX: 95d600



GREY DARK—PMS 7543*

R: 165 G: 174 B: 182
C: 36 M: 25 Y: 22 K: 0
HEX: a5aeb6



GREY LIGHT—PMS 428

R: 195 G: 198 B: 200
C: 23 M: 17 Y: 17 K: 0
HEX: c3c6c8

TERTIARY COLORS



YELLOW—PMS 1215

R: 254 G: 215 B: 113
C: 1 M: 15 Y: 66 K: 0
HEX: fed771



TAN—PMS 7530

R: 165 G: 148 B: 130
C: 36 M: 38 Y: 48 K: 3
HEX: a59482



BLUE—PMS 310

R: 103 G: 207 B: 227
C: 53 M: 0 Y: 11 K: 0
HEX: 67cfe3



ORANGE—PMS 7411

R: 236 G: 165 B: 93
C: 5 M: 39 Y: 72 K: 0
HEX: eca55d



GREY—PMS 7540

R: 75 G: 79 B: 84
C: 69 M: 59 Y: 53 K: 33
HEX: 4b4f54



GREEN—PMS 366

R: 183 G: 220 B: 120
C: 31 M: 0 Y: 68 K: 0
HEX: b7dc78



RED—PMS 7524

R: 168 G: 82 B: 71
C: 26 M: 76 Y: 72 K: 14
HEX: a85247

Typography

MARKETING TYPEFACES

KEPLER

Use this typeface for primary elements such as headlines. Headline or heading size should be at least two points larger than body copy size. This typeface will also be used for web materials.

KEPLER REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KEPLER ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KEPLER BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KEPLER BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS

Use this typeface for secondary elements such as body copy and subheads.

These typefaces are available through Adobe Typekit through Adobe Creative Cloud.

MUSEO SANS 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 100 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 300 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 500 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 700 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SANS 900 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

MARKETING TYPEFACES

MUSEO

Use this typeface for secondary elements such as body copy and subheads.

These typefaces are available through Adobe Typekit through Adobe Creative Cloud.

MUSEO 100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 100 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 300 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 500 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 700 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO 900 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

PRESENTATION & ELECTRONIC TYPEFACES

For all standard communications outside of branding pieces and design, such as letter, email, pitch books and factsheets, the standard typefaces Georgia and Arial should be used. Georgia and Arial are readily available in standard Microsoft Office products, including PowerPoint, Word and Excel, on all Barings computers and operating systems.

In general, use Georgia for headlines and Arial for body copy and subheads. Arial should also be used for all main bullets and body copy. Georgia should be used for chart titles.

GEORGIA

GEORGIA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Branded Materials

BARINGS BRANDED MATERIALS

Barings maintains a wide range of printed and digital materials for use by its associates.

A supply of printed materials is kept in each office, and can be ordered through your team administrative assistant.

PRINTED MATERIALS INCLUDE:

- » Presentation folders
- » Presentation tabs
- » Letterhead
- » Envelopes
- » Presentation covers and backers
- » Note cards
- » Business cards
- » Business cards with compliments slips
- » Shipping labels

EXAMPLES OF BRANDED MATERIALS



LETTERHEAD



BUSINESS CARDS



PITCH BOOK TEMPLATE

Stationery & Business Cards (USA)

STATIONERY

Guidelines for setting up Word document margins are in the diagram below.

Within Word, set the margins 1.25" in from the edge on the left, right and top edges and 2.25" from the bottom. Use Georgia in Barings Blue (PMS 295) or black when composing letters generally no smaller than 8 point for easy legibility.



BUSINESS CARD DESIGN

The business card design is reflective of the overall new look and feel. The example below shows the template that should be followed. The hierarchy of information should be very clean and simple.

The Barings logo should be presented in the bottom right corner. The colors used are PMS 295, (Barings Blue Dark), PMS 355 (Barings Green), PMS 7544 (Barings Cool Grey) and PMS 647 (Barings Blue). Museo 300 and Museo 700 are utilized for all of the typography.



Stationery & Business Cards (Europe-Asia-Australia)

STATIONERY

Guidelines for setting up Word document margins are in the diagram below.

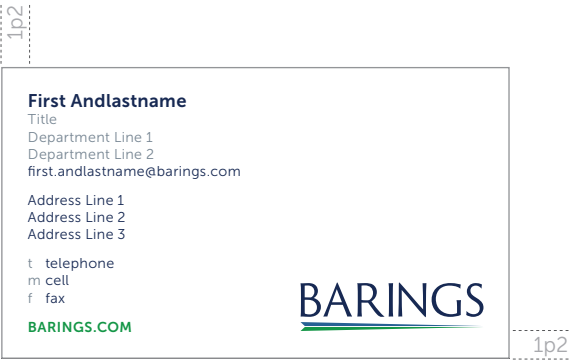
Within Word, set the margins 32mm in from the edge on the left, right and top edges and 60mm from the bottom. Use Georgia in Barings Blue (PMS 295) or black when composing letters generally no smaller than 8 point for easy legibility.



BUSINESS CARD DESIGN

The business card design is reflective of the overall new look and feel. The example below shows the template that should be followed. The hierarchy of information should be very clean and simple.

The Barings logo should be presented in the bottom right corner. The colors used are PMS 295, (Barings Blue Dark), PMS 355 (Barings Green), PMS 7544 (Barings Cool Grey) and PMS 647 (Barings Blue). Museo 300 and Museo 700 are utilized for all of the typography.



Photography

PORTRAIT PHOTOGRAPHY

Barings portrait photography highlights the brand promise of approachability. Using an office setting, the theme welcomes you and adds a context around who Barings is as a firm.

CHARACTERISTICS

- »Genuine
- »Approachable
- »Shallow depth of field
- »Facing camera
- »Environmental setting
- »Consistent lighting, minimal shadows
- »Cool tones



TECHNICAL GUIDELINES

SUGGESTED EQUIPMENT

- »2 to 3 Broncolor packs (depending on size of room/lighting needs for each area and time of day), a fill source (initial photos shot with a white pop-up scrim)
- »Canon 1DX with an 85 mm f/1.2 lens

DISTANCE

- »10 feet away and we shoot everything at f/1.2 or f/1.4, ISO 100 (the shutter may speed change depending on the conditions outside the windows/ in the rooms)

PROPS

- »Where possible, we dress the room in order to look like a work environment (adding papers, notebooks, photos, etc.)

POSTURE/COMPOSURE

- »Friendly smile, warm
- »Sitting, standing tall

CROPPING

- »Photos will need to be cropped a number of different ways: full shot (see examples), square, and head/shoulder and occasionally even tighter (need to always check while shooting)

Photography

WEB PHOTOGRAPHY

Images for the website should have a blue tone that aligns with the Barings color palette. Photography should incorporate motion in the form of lights and action to create an energized sense of forward momentum.

CHARACTERISTICS

- »Global
- »Active, office settings
- »Cool tones

TECHNICAL GUIDELINES

- »600 x 780 pixels, 72 DPI
- »Treatment: gradient, drop shadow and vignette

